Bite Squad Delivers Personalized Joy with Drip-Powered Loyalty Program

2x	**3x**	**+8%**	**12**
Open Rate	Click-through Rate	Customer LTV	Hours Saved
Average	Average		Weekly
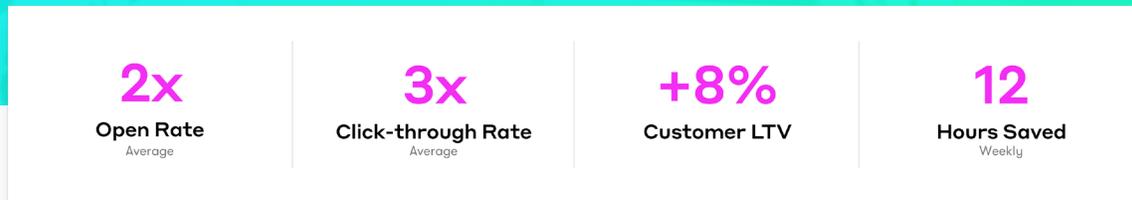
The Rundown

Bite Squad is the epitome of modern-day food delivery.

Instead of being stuck with only a couple measly options, Bite Squad will send their fleet of drivers to retrieve practically any cuisine from your favorite local restaurants—pizza or not.

In order to win customers in this increasingly competitive industry, Bite Squad unveiled their loyalty program, Bite Club. The keys to Bite Club's success in building loyalty are smart segmentation, hyper-personalized messages, and comprehensive campaigns—all powered by Drip.

The Situation

Bite Squad needed to make room for itself in a crowded industry.

Bite Squad was founded in 2012 with the mission to satisfy the hangry masses of Minneapolis, Minnesota. In just a few years, it's grown to more than 40 markets across the U.S., with even more mapped out for the year ahead.

But by 2022, the food delivery industry is predicted to have an annual growth rate of nearly 20%. What's more is that 80% of customers never or rarely leave one delivery platform for another. What does this mean for Bite Squad? In the face of competitors cropping up everywhere, they needed a way to get in front of customers first, then earn their loyalty for the long-haul.

Behold: Bite Club. As a semi-gamified loyalty program flush with enticing offers and fun badges customers can earn along the way, Bite Club needed a way to tailor messages based on what cuisine customers order, what badges they've earned, and where they live.

Typical ESPs are too manually intensive, too time-consuming, and too ineffective for the new program. Their lack of deep segmentation and

> "
> We have a dynamic landing page, a completely personalized email, a semi-gamified loyalty program, and I don't know any JavaScript. That's amazing."
>
> **Tara Tankersley**
> Marketing Automation Specialist

personalization capabilities coupled with their inability to automate processes and scale with Bite Squad's mega growth meant Bite Club needed a different solution if it wanted to taste success.

In late 2017, Bite Squad turned to Drip to power all of Bite Club's needs, and they haven't looked back since.

The Goal

To build loyalty, engage customers from start to infinity.

The goal of Bite Club is to create personalized and delightful experiences to engage customers, understand them on a deeper level, and nurture loyalty to Bite Squad in highly competitive markets.

drip

Bite Squad needed to:

1. Segment its surging customer base by order history and location.

2. Increase engagement with customers through hyper-personalized messaging.

3. Cook up some serious customer loyalty before the competition.

The Solution

Hyper-personalization possible through deep segmentation.

Customer loyalty isn't a game of who can send the most coupons. To earn someone's loyalty, you need to show each person you care about them. You see them. You understand them. **You just get them.**

Bite Club uses Drip to:

- **Tag customers** with food they order, how they order, when they order, how many times they've ordered, and any other information about each customer's likes and habits.

- **Segment customers** based on order history and location.

- **Hyper-personalize messaging** to each customer using automated workflows, including: new Bite Club badges when they're earned, HD pics of their favorite food, blog posts about their favorite cuisine, and only stuff that's interesting to them.

- **Automate segmentation** and personalization to eliminate tedious and time-consuming manual tasks.

- **Integrate with Facebook**, landing pages, and a direct mail service for comprehensive and personalized customer experiences from start to infinity.

- **Track** how each workflow performs and affects customer LTV, email open rates, CTRs, & beyond with Drip's 10+ native dashboards.

The Results

Bite Club coming in hot—increases customer engagement and LTV.

In its first few months, Bite Club was met with massive fandom. With the ability to send highly tailored messaging to customers at key moments in their journeys, Drip was able to increase email engagement, boost lifetime values, and foster customer loyalty with delightful experiences throughout the app.

drip.com

Big Bump in Email Engagement

With Drip's tracking code, Bite Club is able to deploy messages that appeal to each customer's specific tastes, location, and badge level. This means everyone only gets emails relevant to them instead of everyone. Their inboxes are stuffed with tantalizing pictures of their favorite meals, enticing coupons for new restaurants in their area, and links to articles about their favorite dives.

This depth of personalization has increased average email open rates 2X, boosted click-through rates 3X, and whittled unsubscribe rates to practically zilch.

Full-picture Marketing Campaigns

Drip's easy-to-use tracking code helps link all of Bite Club's marketing pieces together. With Drip, Bite Squad is able to tailor emails, Facebook ads, landing pages, and even direct mail based on each customer's order habits and BIte Club progress

"Automation" Is Synonymous with "Ultra Big Time-saver"

Because of the automated workflows Bite Squad built inside of Drip, they're able to drive all of Bite Club's segmentation and personalization automatically. Drip lets the team set it and forget it while they watch engagement and LTV shoot for the moon.

All these tedious and repetitive tasks that used to eat up 12 hours of manual labor at Bite Squad's headquarters each and every week now take zero time. Yeah. That's 48 hours of time saved every month. Or $30,000 every year. However you look at it, automation has saved them some serious moolah (and headaches).

Because of Drip, Bite Squad was able to unroll an incredibly tailored loyalty program that turns hungry customers into very loyal hungry customers all while saving time and money thanks to the wonders of full marketing automation.

About Drip

Drip is the world's first and only ECRM—an ecommerce-specific CRM that connects your order management system with your marketing system at the customer level in order to build better, more profitable relationships with your customers through email, social, and paid media integrations. Based in Minneapolis, Minnesota—a city with deep retail roots—Drip is venture-backed by the Foundry Group, Drive Capital, and Arthur Ventures.

Want more problem-solving marketing automation? See more solutions at drip.com.

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